

José Montero Ruiz de Molina – President and Founder of The Montero Group, an international strategic advisory firm that specializes in helping leading companies and institutions develop, position, and grow their business and brand in new markets.

EXPERIENCE

Having worked in more than 50 countries over the past 20 years, José currently advises global brands on growth and positioning strategies in new markets around the world. His firm's client experience roster spans from Fortune 100 corporations to private and mission-driven organizations across more than 15 industries in the .com, .org, .edu and .gov sectors. In addition to his core strategic advisory endeavors, most recently, in May of 2014, José led the creation and execution of "*Momento España*," a one-day and first-ever conference in Spain, chaired and inspired by then HRH the Prince of Asturias. The event, dedicated to convening an in-depth, multi-sector dialogue about the future positioning of Spain, brought together Spain's top business, civil society and cultural leaders to discuss how to develop actionable plans to chart a successful future for the country. In September of 2014, José served as the first-ever moderator for the US-Spain Council Forum in Marbella, Spain, which convened global industry and government leaders for panel discussions. José also serves as CEO of Sin Límites, Inc., a US-based start up dedicated to inspiring and empowering social innovation and entrepreneurship via innovative partnerships and platforms with mass media outlets. During the fall of 2014, José led the firm's launch of "*Misión Impacto*," the world's first docu-reality television program dedicated to inspiring and empowering social innovation and entrepreneurship in Latin America. Colombia was the first market, and expansion to other markets in the region will begin in 2016.

Though he has spent most of his career in the business world, José served a two-year Presidential Appointment as Counselor to the Director of Citizenship & Immigration Services in Washington, DC from 2006-2007. In his role, José oversaw the corporate restructuring and transformation of the Agency as well other business strategy and communications initiatives. Prior to serving the President in Washington, José worked for The Coca-Cola Company for nearly 14 years in various capacities around the world. In his most recent role, for five years, he managed corporate business development initiatives for Latin America, which included mergers and acquisitions, joint ventures and alliances, as well as divestitures and restructuring of corporate assets and portfolios. After graduating from business school in 2001, José spent one year as the Director of Marketing and Business Development for Latin America and the Iberian Peninsula for the Corporate Executive Board in Washington, DC where he was charged with growing the company's international practice to further penetrate the elite business communities of the region. Prior to enrolling in business school, José spent nine years working for The Coca-Cola Company in different positions, including that of Business Strategy and Integration Manager in Lima, Peru; Marketing Innovations Account Manager for the Greater Europe, Middle East, and Africa division based in Brussels, Belgium managing accounts in 28 countries; and as project manager for the Global Engineering Development division in Atlanta, Georgia.

COMMUNITY SERVICE

José also serves as Chairman of Trekking for Kids, Inc., a non-profit, 501 (C) 3, social-impact organization which he founded in 2005. Trekking for Kids, www.trekkingforkids.org, organizes purpose-driven hiking treks around the world for socially-conscious hikers to raise funds for needy orphanages and at-risk children in the areas where the treks take place. Trekking for Kids has recently been highlighted by National Geographic as one of the "*Top 50 Trips of a Lifetime*." In 2006, he was highlighted as one of the "Top US Hispanic Leaders to Watch". In July of 2004, José was named by the Spanish Government as one of the "*Top 15 Young Hispanic Leaders in the US*". José is also the founding Chair of the Annual State of Georgia High School Writing Contest. José also serves on the Board of USEC (US Spain Executives Council). When not in the office, José can be found somewhere outdoors, trekking, biking or sailing.

EDUCATION

José earned a Master of Business Administration from Georgetown University in 2001 in Washington, DC, with a Dean's Citation and a Certificate in European Strategic Management from Oxford University in the United Kingdom. In 1995, José graduated Summa Cum Laude from the Georgia Institute of Technology in Atlanta, Georgia with a Bachelor in Industrial Engineering. José speaks Spanish, English, French, and Portuguese.

